

FY09 AOT NATIONAL MEDIA PLAN

MOSES ANDREWS

Month	July				August				September				October				November				December				January				February				March				April				May				June				
Week	30	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	
CO-OP PROGRAMS																																																	
AARP- TRAVEL CATALOGUE & ONLINE WITH EXPEDIA.COM																																																	
ARCHITECTURAL DIGEST Circ: 800,000																																																	
Issuance: 12x Median Age: 51 Median HH: \$146,678																																																	
AUDUBON Circ: 400,000																																																	
Issuance: 6x Median Age: 54 Median HH: \$67,040																																																	
BON APPETIT Circ: 1,367,867																																																	
Podcast Online																																																	
Issuance: 12x Median Age: 50.5 Median HH: \$81,278																																																	
BUDGET TRAVEL Circ: 725,000																																																	
Issuance: 10x Median Age: 48 Median HH: \$88,424																																																	
CACTUS LEAGUE INSERT Circ: 1,000,000																																																	
Issuance: 1x Median Age: 48 Median HH: \$100,000+																																																	

MOSES ANSHELL

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FY09 COLLECTIVE MEDIA PLANS - BLIND COPY 101708 10/23/2008

National

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SUNSET Circ: 1,200,000 Issuance: 12x Median Age: Median HH: \$86,161																		October Phoenix Focus FP4CBL VO RSL	November Dream Experience: Desert Spa FP4CBL VO RSL																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
TRAVEL & LEISURE Circ: 950,000 Issuance: 12x Median Age: 51 Median HH: \$94,969																		October Arizona Special Section FP4CBL VO RSL 25,000 Reprints to AMEX Members AZ Section Online Reprints to AMEX Offices T+L Check-In Site Advertisorial & 1/3PAC	November CMG Insert co-op																			March Scottsdale AMEX Power Buy																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
TRAVEL & LEISURE GOLF Circ: 648,549 Issuance: 6x Median Age: 52.8 Median HH: \$137,018																			November Scottsdale AMEX Buy								January Scottsdale AMEX Buy												March Scottsdale AMEX Power Buy																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
TRUE WEST Circ: 50,000 Issuance: 11x Median Age: 47 Median HH: \$97,700																												January/February Top Ten Western Towns FP4CBL TEAM																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			

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